

# How to Use the NDEP's Medicare Campaign Materials in Your Outreach Activities:

---



## Educate Medicare Beneficiaries about the New Benefits for Diabetes Monitoring Equipment and Supplies

This kit is designed to help organizations like yours communicate clear, consistent and creative messages about the new Medicare benefits for diabetes to Medicare beneficiaries in your community. The materials included in this kit support the education efforts and messages of the National Diabetes Education Program (NDEP), and include a brochure, a print public service announcement, a live-read radio announcement, and fact sheets. You can add your organization's logo to any of these materials.

- ♦ **Brochure: "Now! Expanded Coverage for Diabetes."** Distribute at senior citizen centers, local civic groups (Rotary Club, League of Women Voters, churches, etc.), hospital and physicians' office waiting rooms, and libraries.
  - ♦ **Poster: "How can Medicare help you control your diabetes?"** Send the poster, along with a copy of the article explaining the new Medicare diabetes benefits, to local senior centers, churches, and medical centers/hospitals where health education classes take place.
  - ♦ **Drop-in article:** A camera-ready drop-in article ready to place in your local newspaper, newsletter, or other publication. Mail the article to your local newspapers, along with the media advisory, so that they can incorporate it into their health section or use it as a basis for a longer, feature article on diabetes and the new Medicare benefits for diabetes.
  - ♦ **Live-read public service announcements: "Medicare Benefits and Controlling Your Diabetes."** Contact the public affairs directors of local news radio, "oldies" radio stations, and/or Spanish stations and encourage them to read these announcements (available in both English and Spanish) that highlight the basic facts about Medicare's new benefits covering diabetes equipment and supplies.
  - ♦ **Print public service announcement: "I Control My Diabetes."** Arrange for a meeting with the editors of your local papers and ask them to run the PSA in their publications. The enclosed camera-ready PSA, which highlights active and mature adults engaging in recreational activities, can also be used in newsletters or other publications of local medical centers, senior centers, community organizations, and businesses.
  - ♦ **Sample press release:** Send this brief press release to local newspapers, radio stations or other news outlets, along with copies of some of the other campaign materials, such as the live-read public service announcements or the print PSA.
-

- 
- ♦ **Diabetes fact sheet:** Send copies of this brief fact sheet on diabetes to journalists, along with any of the campaign materials, to help provide background information.

#### **Other outreach activities you can try:**

- ♦ Coordinate with leaders of local seniors' organizations and provide them with an educational presentation on the new benefits, or ask if they can schedule a time for someone from your organization to visit their group and talk about the new benefits and diabetes.
- ♦ Contact your local television station and radio news stations. Pitch a feature or more in-depth story about the rise in diabetes prevalence, or the recent expansion of Medicare benefits for people with diabetes, such as for monitoring equipment and supplies.
- ♦ Make copies of the brochure (or download copies from the NDEP Web site at <http://ndep.nih.gov>), and then stock the shelves of the local library's resource room with them. Hang the poster in the community section.
- ♦ Collaborate with your local drug stores to tape up posters or leave brochures near the pharmacy counters. You can work with drug stores to get them to pay for obtaining reprints of the brochure and poster.

#### **A Year-Round Resource**

This outreach kit is intended to be a year-round resource that can be adapted to meet the needs of your organization. You can also use the materials contained in this kit in conjunction with other diabetes education and awareness materials you receive as part of the NDEP.

All of the materials in this kit are *not* copyrighted. Feel free to reproduce and distribute these materials. You may want to add your organization's logo to some of these items as well.

To order more kits and other diabetes materials, use the order form included in this kit.

---